



## JOB DESCRIPTION

<b>Job Title:</b> Digital Learning Manager: Academic Enterprise	<b>Accountable to:</b> Associate Director Business Operations
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35/52 weeks per year
<b>Salary:</b> £46,423 - £55,932 per annum	<b>Grade:</b> 6
<b>College/Service:</b> Academic Enterprise/Business Operations	<b>Location:</b> UAL sites and through remote working

### What is Academic Enterprise?:

The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. Its mission is to increase the amount of income generated by the University from non-core teaching and research activities. It includes a number of successful existing business operations: UAL Short Courses Ltd, the UAL Awarding Body, AE International (Study Abroad and English Language Preparation and Pre-sessional) and UAL Arts Temps Ltd.

Academic Enterprise has been profoundly impacted by the coronavirus pandemic with a significant reduction in turnover and surplus. The department is now in the process of rebuilding its operations to reach an expected turnover in 2021/22 of approximately £35m. Academic Enterprise employs 135 permanent staff and upwards of 3,000 hourly paid tutors, teachers, external moderators and temps. As is the case in many businesses the pandemic has seen a significant pivot to online delivery for all operations with an expected 16,000 online learners in 2020/21. Our learners study on:

- Synchronous short courses in all art and design disciplines. Courses are both practice and theoretically based. From the age of 7 upwards
- Study Abroad modules that are part of international partner university curricula
- English Language Preparation and Pre-sessional courses
- CPD for teachers to support the work of the UAL Awarding Body

Most delivery is currently synchronous but we expect asynchronous and blended delivery to grow over the coming years.

To maximise the potential from Academic Enterprise's online offer we are now building a new online learning support unit to work with AE's commercial and academic teams. The unit will support the development of short form learning pedagogy for the full range of courses and assessment processes in Academic Enterprise as well as leading on staff training and development in the area of digital learning. It will be part of an increased focus on online learning across the whole of UAL which has come out of the changes needed to support all our students during the pandemic

### Purpose of Role:

The Digital Projects Manager will lead the development of the AE online learning support unit with a particular focus on short-form learning at the heart of AE's offer. Working closely with the senior managers in each of Academic Enterprise business units the postholder will develop a prioritisation framework for the development of online learning and assessment (where appropriate) taking into account the commercial needs of each unit and student and academic staff needs. They will then translate this into a programme of work and staff training and development which they will lead. The Digital Projects Manager will work closely with UAL's Digital Learning team in central services and UAL's colleges. They will represent Academic Enterprise on a variety of cross-UAL groups and projects ensuring that Academic Enterprise student and staff needs are taken into account as the University grows its online learning provision.

## **Duties and Responsibilities**

### **Strategic planning and implementation**

- Working with the various senior managers in each of Academic Enterprise's four business units to devise a prioritisation framework for the development of online learning, assessment and staff training and development. This framework will need to take into account the commercial imperatives driving each area as well as the academic needs to students and staff and will need to be updated annually in line with each unit's business planning cycle.
- Translate the cross-AE framework into a series of implementation plans for each area to be executed over the next business plan period and then lead the execution of those plans by working with academic and support staff colleagues in each area.
- Work with the Associate Director AE Business Operations to identify Online Support unit staffing needs that either cannot be met through individual business units or are shared in common between units.
- Represent Academic Enterprise on a range of UAL digital learning groups and committees ensuring that the needs of Academic Enterprise's students and academic staff are met in the decisions made around platforms, systems and pedagogic approaches.

### **Operational management and delivery**

- Offer expert digital learning advice and support to permanent and hourly paid academic staff to support the development and delivery of short form learning including content and structural development.
- Act as mentor or change agent for staff who wish to introduce technology into their teaching practice – co-developing pedagogic approaches in response to agreed frameworks.
- Be an active member of the university wide digital learning network.
- Contribute to the upgrade, testing and development of the core digital learning platforms used for delivery in Academic Enterprise and lead the embedding of practice and support around the introduction of new or upgraded platforms across the department.
- Advise on the development direction and design of our current Digital Learning platforms
- Work with the core Academic Enterprise central team to ensure compliance with legislation concerning accessibility and usability and GDPR.
- Work with the AE Programme Manager (Change) to ensure that digital learning projects are effectively managed and run ensuring delivery of projects on time and to budget.

### **Other**

- You will be regularly required to travel to other sites as necessary and work remotely in line with UAL social distancing policies
- To perform such duties consistent with your role as from time to time may be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work.
- To personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance to the University's policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships:****Internal**

- Senior management of AE: Director Academic Enterprise, Associate Director AE Business Operations/General Manager UAL Short Courses Ltd, Associate Director AE International, Director UAL Awarding Body, General Manager UAL ArtsTemps Ltd, Heads of Short Courses, Associate Director UAL Awarding Body
- Academic staff in AE: Permanent academic staff in AE International, hourly paid staff in all business units, Associate Dean UAL Awarding Body and Chief Examiners
- Support staff in all AE business units
- Digital Learning team centrally within UAL and in colleges
- UAL IT team

**External**

- Clients for customised courses

**Specific Management Responsibilities**

**Budgets:** tbc

**Staff:** Digital Projects Co-ordinator, other staff as necessary

**Other** (e.g. accommodation; equipment): Oversight of AE's digital learning platforms

**Last updated: November 2020**

Person Specification	
Specialist Knowledge/Qualifications	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Postgraduate qualification in a subject relevant to the design and development of digital learning</li> <li>• Knowledge of pedagogies and production methodologies for online and digital learning.</li> <li>• An understanding of, or experience in, the design and delivery of commercial short form learning.</li> <li>• Curriculum or learning design</li> <li>• The design and production of digital guidance or support materials</li> <li>• Knowledge of WCAG</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Understanding of art and design education at FE or HE level</li> </ul>
Relevant Experience	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Demonstrable expertise in the design, production and delivery of digital learning in the education and/or cultural sectors.</li> <li>• Effective collaboration with academic teams to develop learning materials</li> <li>• Supporting/embedding institutional responses to national and local policy (quality, assessment, assignment submission etc) in digital platforms</li> <li>• Strong writing and editorial skills</li> <li>• Experience of producing audio and/or video content</li> <li>• Management and reporting of multiple concurrent projects</li> <li>• Evaluating the impact of projects and interventions</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Teaching experience on undergraduate or postgraduate programmes.</li> </ul>
Communication Skills	Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates academic and commercial staff to engage with educational development initiatives.
Research, Teaching and Learning	Applies innovative approaches to teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
Professional Practice	Plans, prioritises and manages resources effectively to achieve long term objectives
Planning and managing resources	Contribute to advancing professional practice in own area of specialism
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience or customer service	Contributes to improving or adapting provision to enhance the student experience or customer service
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last updated: November 2020**